

## Why Sponsored Products?



Display your ads to shoppers on search results and product detail pages.

Create ads in minutes.

Take shoppers directly to the product detail page.

## Always-On Approach

Run your campaigns continuously. According to a Radial study, over half of Amazon's US shoppers make multiple purchases per month and 80% make purchases at least once a month\*. Use Sponsored Products to convert these consumers automatically, in real time, year round.

\* Source: Radial, "Attitudes Among Amazon Shoppers" conducted by Finn Partners, December 2016

## Campaign Targeting

Launch both Automatic and Manual Targeting campaigns to increase opportunity for your ads to be shown.

**Automatic Targeting:** Create campaigns in minutes. This campaign uses an Amazon algorithm to automatically collect and target highly relevant keywords for the products you chose to advertise, specific to the way customers shop on Amazon.

**Manual Targeting:** Apply high performing search queries from your Automatic Targeting campaign or choose your own keywords. Select relevant terms and set keyword-level bids.

## Keyword Targeting

Target an extensive list of keywords to increase the opportunity for your ads to be shown:

Keyword Type	Description
Branded Product Keywords	Target a brand name and product name or some variation of them.
Complementary Product Keywords	Target products that are sold separately from yours but used together, each creating a demand for the other.
Out of Category Keywords	Target keywords which are not related to your product, but can pick up some of the out-of-category impressions to help drive buyers to your products.
Sponsored Products Automatic Targeting Keywords	Target successful search queries from your Automatic Targeting campaigns in your Manual Targeting campaign.

## Advanced Match Types

Take advantage of the different match types with Manual Targeting campaigns. For example, if you're bidding on the keyword "hand mixer":

**Broad:** Provides the most traffic exposure. Search queries can include words before and after the targeted keyword:

✔ "white hand mixer", "hand 5-speed mixer", "hand mixers electric"

**Phrase:** Sequence of words matters. Typically for brand names where the order of terms changes the search context:

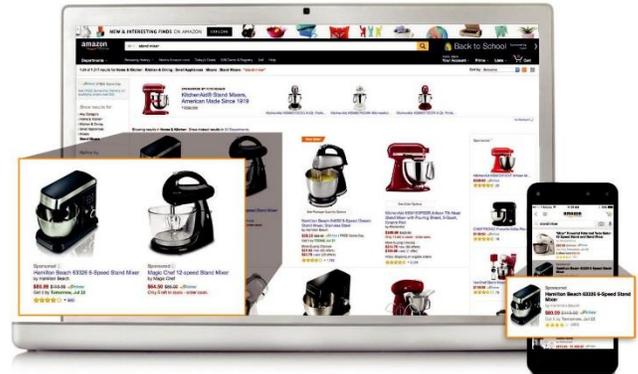
✔ "lightweight hand mixer", "hand mixer stainless steel"

✘ "hand *5-speed* mixer"

**Exact:** Most restrictive match type. Search query must contain the exact words and no words can come before or after:

✔ "hand mixer", "hand mixers"

✘ "*electric* hand mixer"



## Negative Keywords

When a keyword is selected as negative, AMS will not show the ad to shoppers searching for that phrase. Review the search term report from an Automatic Targeting campaign and find keywords that have significant clicks, but have no or very low sales. Such terms are likely not effectively helping you reach relevant shoppers. Add these keywords as *negative exact match*.

## Bid+

- Increase the opportunity for your ads to show at the top of search results.
- Available with Manual Targeting campaigns.
- Increases your default bid by up to 50%.
- Affects ads that are eligible to appear at the top of search results only.
- Stay competitive on top performing campaigns without constantly adjusting bids manually.

## Reporting

Available metrics to measure campaign performance include clicks, spend, sales and ACoS (Advertising Cost of Sales). To calculate ACoS, divide the total cost of advertising by sales generated. Download reports on a regular basis to keep track of performance.